



Departmental Quarterly Performance Report

Department Name: International Trade Consortium

**Reporting Period:
FYE 9/30/04
4th Quarter**

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Departmental Quarterly Performance Report

Department Name: International Trade Consortium

Reporting Period: FYE 9/30/04 (Cumulative)

MAJOR PERFORMANCE INITIATIVES

Check all that apply

Describe Key Initiatives and Status

<p><u>Initiative ED1-4 - Increase International Commerce:</u> In conjunction with the Aviation Department, in support of its efforts of establishing new direct air cargo and passenger routes with other cities throughout the world, completed three (3) Airport Route Development Missions to Shanghai, Singapore, and Hong Kong, respectively. New direct air routes would lead to increased trade and commerce for Miami-Dade County businesses and to the increased movement of air passengers and air cargo through Miami International Airport.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-4 - Increase International Commerce:</u> In conjunction with the Aviation Department's efforts of increasing air passenger and cargo traffic through MIA, conducted five (5) promotional briefings in London, England; Helsinki, Finland; and Madrid, Spain. (Note: Aviation Department allowed participation in Madrid briefing at the Routes 2004 Airline Route Planning Conference to count towards three briefings of the total of 5 that were required under the Aviation Department-ITC MOU)</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-4 - Increase International Commerce:</u> Conducted two (2) ITC-led outgoing missions. Under the ITC's Caribbean Trade Initiative, conducted trade missions to Trinidad & Tobago and to Barbados, respectively. Twenty business matchmaking meetings were conducted (fourteen in Trinidad & Tobago and six in Barbados) which resulted in an additional 40 business meetings/ appointments with reported expected sales of \$790,000 in the next 12 months.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-4 - Increase International Commerce:</u> Certified and funded four (4) <i>outgoing</i> third-party trade missions: 1. Greater Miami Chamber of Commerce (GMCC) mission to Brazil – GMCC reported 23 leads out of 51 business appointments resulting in \$2.5 million in immediate sales. 2. Diaspora Arts Coalition (DAC) mission to Nigeria and the Republic of Benin. DAC reported 9 leads obtained out of 26 business appointments resulting in expected sales of \$1.5 million in the next 12 months. 3. Dominican International Chamber of Commerce (DICC) mission to Santo Domingo, Dominican Republic. DICC reported 108 leads obtained out of 118 business appointments resulting in \$135,000 in immediate sales and expected sales of \$6.06 million in the next 12 months. 4. Jamaica USA Chamber of Commerce (JAUSACC) mission to Jamaica. JAUSACC reported 27 leads obtained out of 40 business appointments resulting in \$50,000 in immediate sales and expected sales of \$200,000 in the next 12 months.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)

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<p><u>Initiative ED1-4 - Increase International Commerce:</u> Certified and funded three (3) <i>incoming</i> third-party trade missions:</p> <ol style="list-style-type: none"> 1. Greater Miami Chamber of Commerce (GMCC) incoming mission from the Canary Islands which included 14 participants made up of government officials and businesses. 2. Florida Foreign Trade Association (FFTA) incoming mission from Colombia. FFTA reported 210 business appointments which resulted in immediate sales of \$60,000 and expected sales of \$29.6 million in the next 12 months. 3. FFTA incoming mission from the Dominican Republic. FFTA reported 403 leads out of 403 appointments resulting in \$25,000 in immediate sales and \$4.482 million in sales in the next 12 months. 	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-4 - Increase International Commerce:</u> Recruited an organization to perform a trade mission to a North American City under the Trader-Maker Alliance program in order to promote Miami-Dade County as the Gateway to the Americas and to educate business communities on the use of Miami-Dade as a logistics hub and international marketplace. Program, which was to be conducted in 03'-04', was delayed to 1st quarter of 04'-05' fiscal year.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-4 – Increase International Commerce and Initiative ED1-8 – Enhanced Public Reporting Regarding Funded Activities:</u> Facilitated 2 business matchmaking sessions:</p> <ol style="list-style-type: none"> 1. Assisted the U.S. Ambassador to Jamaica in business matchmaking for an incoming mission to Broward from Jamaica. With the use of the ITC database, conducted matchmaking which resulted in the scheduling of 80 business appointments/ meetings. 2. Assisted the GMCC with business matchmaking for its incoming mission from Chile. Through the use of the ITC database, identified and referred 1,142 Miami-Dade businesses as potential business partners for the visiting Chilean delegation. 	<input checked="" type="checkbox"/> Strategic Plan <input type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED 1-6 – Promote Greater Cultural Appeal of Miami-Dade County for Businesses:</u> Undertook one (1) mission to a Sister Cities community – Santo Domingo, Dominican Republic. Sister Cities, in conjunction with the Dominican International Chamber of Commerce, led a mission to Santo Domingo, Dominican Republic. As mentioned above, this mission resulted in \$135,000 in immediate sales and expected sales of \$6.06 million in the next 12 months.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)

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Describe Key Initiatives and Status

<p><u>Initiative ED 1-6 – Promote Greater Cultural Appeal of Miami-Dade County for Businesses:</u> Developed one (1) new Sister Cities agreement. Signed a new Sister Cities Agreement between Miami-Dade County and St. Kitts and Nevis Islands in the Caribbean.</p>	<p><input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)</p>
<p><u>Initiative ED 1-6 – Promote Greater Cultural Appeal of Miami-Dade County for Businesses:</u> Through Miami-Dade Sister Cities, received incoming delegations/ developed relationships.</p> <ol style="list-style-type: none"> 1. Received incoming delegation from Goyang City, South Korea headed by the Mayor of Goyang and explored the possibility of taking a Miami-Dade led mission to South Korea in the future. 2. Received incoming delegation from the City of Leeds, England. Met with the Deputy Chief of the Chamber of Commerce of Leeds to explore the possibility of establishing a Sister Cities relationship with the City of Leeds in the future. 	<p><input checked="" type="checkbox"/> Strategic Plan <input type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)</p>
<p><u>Initiative ED 1-6 – Promote Greater Cultural Appeal of Miami-Dade County for Businesses:</u> Participated in two (2) Sister Cities conferences:</p> <ol style="list-style-type: none"> 1. Participated in and staffed the Sixth Sister Cities Hemispheric Forum in Iquique, Chile. Participated in various panels which addressed the following topics: cities and their development, role of the airports and seaports, free trade agreements, tourism, clean energy and sustainable development for the cities. 2. Attended and participated in Sister Cities International's Annual Conference in Ft. Worth, Texas. 	<p><input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)</p>
<p><u>Initiative ED 1-6 – Promote Greater Cultural Appeal of Miami-Dade County for Businesses:</u> Sponsored and participated in one educational conference (Sister Cities) - Sister Cities sponsored and participated in Miami-Dade Community College's Hospitality Food and Expo. Manned an exhibit booth to disseminate information about Sister Cities, the ITC, and Miami-Dade County.</p>	<p><input checked="" type="checkbox"/> Strategic Plan <input type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)</p>
<p><u>Initiative ED 1-6 – Promote Greater Cultural Appeal of Miami-Dade County for Businesses: (support of arts)</u> Through Miami-Dade Sister Cities, participated in three (3) international arts-related activities: 1) conducted one Sister Cities Art Exhibit; 2) supported the Sister Cities International Annual Awards Program 2004 in the "Innovative Arts & Culture" category; and 3) organized a "Young Artist Competition".</p>	<p><input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____</p>

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<p><u>Initiative ED 1-6 – Promote Greater Cultural Appeal of Miami-Dade County for Businesses:</u> Through the Miami-Dade Sister Cities program awarded one (1) scholarship to a student of the Hospitality Program at Miami-Dade College.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED 1-6 – Promote Greater Cultural Appeal of Miami-Dade County for Businesses:</u> Staffed and conducted eight (8) Sister Cities Coordinating Council meetings</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED 1-6 – Promote Greater Cultural Appeal of Miami-Dade County for Businesses:</u> Staffed and supported one (1) Inter American Conference of Mayors and assisted with the coordination of the event's activities.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-8 – Enhanced Public Reporting Regarding Funded Activities:</u> Increased the promotion of both the ITC and Miami-Dade County as the premier gateway for hemispheric trade by publishing the 4th annual "Trade Numbers" publication – a comprehensive trade statistical guide.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-8 – Enhanced Public Reporting Regarding Funded Activities:</u> Established the production of an ITC monthly trade newsletter titled "Miami-Dade Global Trader" to disseminate trade information to Miami-Dade County trade interests. Produced and issued 2 ITC newsletters in the 4th Quarter.</p>	<input checked="" type="checkbox"/> Strategic Plan <input type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)

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<p><u>Initiative ED1-8 – Enhanced Public Reporting Regarding Funded Activities:</u></p> <p><u>Participation in trade-related business/ trade conferences:</u></p> <ol style="list-style-type: none">1. Sponsored and participated in the trade show - World Trade Week Expo 2004. Occupied exhibit space and manned a booth to disseminated information about the ITC and Miami-Dade County to approximately 3,000 to 4,000 business executives from South Florida involved in the trade industry.2. Participated in the 7th Annual Tigers of Asia Trade Show. Occupied exhibit space and manned a booth to disseminated information about the ITC and Miami-Dade County to approximately 10,000 attendees, 40% of which were from Latin America and Asia. The trade show introduced importers, distributors, wholesalers and retailers from Latin America and the Caribbean to exhibitors from companies in Asia and the United States.3. Sponsored and participated in the 7th Annual AfrICANDO Trade and Investment Symposium. The theme was “Effective and Efficient Use of Agriculture Science, Technology and Research as a Tool for Development in Africa”.4. Sponsored and participated in the Foundation for Democracy in Africa’s Africa Growth and Opportunity Act (AGOA) Civil Society Forum in Washington D.C. in which African economic growth was addressed.5. Sponsored and participated and in the Caribbean Latin American Action’s (CLAA) 27th Miami Conference on the Caribbean Basin.6. Participated in the Minority Enterprise Development (MED) Week’s 2004 business matchmaking conference. Facilitated and served on MED Week’s “International Trade, Hospitality and Tourism Development” panel which also included representatives from Enterprise Florida, The Greater Miami Convention and Visitors Bureau, U.S. Department of Commerce, EXIM Bank, and Small Business Administration. Members of the panel discussed how their respective organizations could specifically assist small and minority owned businesses to take advantage of business opportunities in South Florida.	<p><input checked="" type="checkbox"/> Strategic Plan</p> <p><input checked="" type="checkbox"/> Business Plan</p> <p><input type="checkbox"/> Budgeted Priorities</p> <p><input type="checkbox"/> Customer Service</p> <p><input type="checkbox"/> ECC Project</p> <p><input type="checkbox"/> Workforce Dev.</p> <p><input type="checkbox"/> Audit Response</p> <p><input type="checkbox"/> Other _____</p> <p>(Describe)</p>
<p><u>Initiative ED1-8 – Enhanced Public Reporting Regarding Funded Activities:</u></p> <p>Executed a bid-waiver and entered into a contract for the updating of an existing trade database. Maintained and used this database to produce matchmaking opportunities for businesses engaged in trade.</p>	<p><input checked="" type="checkbox"/> Strategic Plan</p> <p><input checked="" type="checkbox"/> Business Plan</p> <p><input type="checkbox"/> Budgeted Priorities</p> <p><input type="checkbox"/> Customer Service</p> <p><input type="checkbox"/> ECC Project</p> <p><input type="checkbox"/> Workforce Dev.</p> <p><input type="checkbox"/> Audit Response</p> <p><input type="checkbox"/> Other _____</p> <p>(Describe)</p>

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Describe Key Initiatives and Status

<p><u>Initiative ED1-8 – Enhanced Public Reporting Regarding Funded Activities:</u> Through the Washington Economic Group, produced an Economic Impact Study to help measure the financial impact of trade for Miami-Dade County. Disseminated the economic impact study to the trade community and to the public.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-8 – Enhanced Public Reporting Regarding Funded Activities:</u> Developed and conducted one (1) trade workshop for 15 Trade Commissioners in South Florida representing countries of Europe, the Caribbean, and Latin America. The training workshop showcased the business matchmaking capabilities of the trade database which the ITC uses. Attendees were trained on the use of the database including searching information on companies, sectors, industries, and import & export data.</p>	<input checked="" type="checkbox"/> Strategic Plan <input type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-8 – Enhanced Public Reporting Regarding Funded Activities:</u> Produced the 2002-2003 ITC Annual Report.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-8 – Enhanced Public Reporting Regarding Funded Activities:</u> Placed five (5) advertisements promoting the ITC and its programs, and Miami-Dade County.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)
<p><u>Initiative ED1-8 – Enhanced Public Reporting Regarding Funded Activities:</u> Staffed and conducted five (5) ITC Board of Directors meetings; ten (10) ITC Committee meetings; two (2) ITC Board Strategic Goal Retreats; and staffed ten (10) Mayor’s African Trade Task Force meetings.</p>	<input checked="" type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)

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PERSONNEL SUMMARY

A. Filled/Vacancy Report

NUMBER OF FULL-TIME POSITIONS- (7)	Filled as of September 30 of Prior Year	Current Year Budget	Actual Number of Filled and Vacant positions at the end of each quarter							
			Quarter 1		Quarter 2		Quarter 3		Quarter 4	
			Filled	Vacant	Filled	Vacant	Filled	Vacant	Filled	Vacant
	6	\$950,000	6	1	6	1	7	0	7	0

Notes:

B. Key Vacancies

- None

C. Turnover Issues

- None

D. Skill/Hiring Issues

- None

E. Part-time, Temporary and Seasonal Personnel
(Including the number of temporaries long-term with the Department)

- Throughout the fiscal year the department has employed one part-time employee to carry out the Caribbean Trade Initiative Program.

F. Other Issues

- None

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FINANCIAL SUMMARY – (ALL DOLLARS IN THOUSANDS)

	PRIOR YEAR Actual	Total Annual Budget	FISCAL YEAR 2003-2004					
			4th Quarter		Year-to-date			
			Budget	Actual	Budget	Actual	\$ Variance	% of Annual Budget
Revenues								
Interagency Transfers	645	645	161	645	645	645	0	100%
Transfer from G.F.	269	235	59	235	235	235	0	100%
Carry Over	70	70	18	73	70	73	3	104%
Total	984	950	238	953	950	953	3	100%
Expense *								
Personnel	707	721	180	42	721	635	86	88%
Operating	198	224	56	110	224	238	(14)	106%
Capital	6	5	1	2	5	5	0	100%
Total	911	950	238	154	950	878	75	92%

* Expenditures are reported by category - Personnel, Operating, and Capital.

Equity in pooled cash (for proprietary funds only)

Fund/ Subfund	Prior Year	Projected at Year-end as of			
		Quarter 1	Quarter 2	Quarter 3	Quarter 4
	N/A	N/A	N/A	N/A	N/A
Total					

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Comments:

(Explain variances, discuss significant in-kind services, provide status of aged receivables at 30-60-90-+ days and those scheduled for write-off, if applicable)

Personnel Variances:

After four quarters, reported actual Personnel expenses were 88% of the department's annual budget for this category - 12% lower than was budgeted for the year. This surplus is attributed to a decrease in pay level for key departmental positions after the budget had been set at the beginning of the fiscal year. Key budgeted positions experienced vacancies during the year which were subsequently filled by personnel with lower salaries.

Operating Variances:

After four quarters, reported actual Operating expenses were 106% of the department's annual budget. The 6% deficit is attributed to two unbudgeted expenditures incurred during the year: 1) office reconfiguration and 2) enhancement of departmental website.

Capital Variances:

None

STATEMENT OF PROJECTION AND OUTLOOK

The Department projects to be within authorized budgeted expenditures and projects that available revenues will exceed expenses except as noted below:


Notes and Issues:

(Summarize any concern or exception, which will prohibit the Department from being within authorized budgeted expenditures and available revenues)

None

DEPARTMENT DIRECTOR REVIEW

The Department Director has reviewed this report in its entirety and agrees with all information presented including the statement of projection and outlook.



Signature
Department Director (Manny J. Gonzalez)

Date November 30, 2004